

ABSTRACT

A method, apparatus, and data structure for facilitating electronic commerce using a product having a unique identifier. The method involves providing an account number that is associated with the unique product identifier for enabling a commercial transaction. The apparatus comprises a product having a unique identifier, and a computing unit for providing an account number that is associated with the product identifier for enabling a commercial transaction. Also disclosed is a data file embodied in a computer-readable medium comprising an identifier segment comprising information corresponding to a representation of a product identifier, and an account number segment comprising information corresponding to a representation of an account number for enabling a commercial transaction.